

Intercounty Coordinating Committee (ICC)
May 15, 2006
UW-Extension, Jefferson County Office
Jefferson, Wisconsin

Introductory Business

Call to Order – Vice Chair Orrin Helmer called the meeting to order at 9:30 a.m.

Attendance

See attached sheet

Certification of Open Meeting Notice

The Secretary confirmed that the requirements of the Wisconsin Open Meetings Law were met.

Adoption of Agenda

Motion by Columbia County, second by Dodge County to approve the agenda. Approved.

Approval of Previous Meeting Minutes

Motion by Dodge County, second by Columbia to approve the minutes of the April 17, 2006 meeting of the Intercounty Coordinating Committee. Approved.

Introduction of New Members and Report 2006 County Elections/Appointments

New ICC members were introduced and the Bylaws of the ICC were distributed and Section V Officers was referenced as a guide to the election of officers.

Nomination and Election of Officers

Orrin Helmer presided over the nominations and election of the ICC Chair. Steve Nass from Jefferson County was unanimously elected (Dodge/Green Lake).

Chair Steve Nass presided over the nominations and election of the ICC Vice Chair and Secretary-Treasurer. Russ Kottke from Dodge County was unanimously elected Vice-Chair (Jefferson/Columbia).

Judy Ashford from Sauk County was unanimously elected ICC Secretary-Treasurer (Sauk/Dodge).

Set 2006 Membership Dues

Dues for 2006 are waived and each County will be charged \$100 each in 2007 (Dodge/Green Lake).

Reports from Visiting Legislative Officials

None present.

Report on Legislative Issues Affecting Counties: Jayme Sellen, Wisconsin Counties Association.

- TPA is dead (not the votes to bring it back in the Senate); phone calls from County officials helped.
- AB675 (to get rid of zoning) – This bill died in the Senate.
- Session is pretty much over except for some small details.

Open Discussion of County Issues

Q: How did Green Lake County redistrict as a result of its action to reduce County Board size?

A: The law allows a change in wards in some cities for County purposes. Have to use the 2000 census and have to work with the law.

Issue: Topic of developmentally disabled citizens in Jefferson County

Developmentally disabled served at Bethesda and St. Coletta with no assistance by the County. Proposed changes could result in governmental costs. County could be liable for up to \$700,000 per year and the County would have to care for 45 people. Jefferson County already has a waiting list of 125 people at its nursing home. St. Coletta may have to discharge these 45 residents. Who is the provider of last resort? This is an unfortunate situation. The private sector cannot always take care of special needs. Jefferson County would urge all ICC counties to support State legislation to have the special developmentally disabled citizens taken care of through State or Federal funding.

PROGRAM: “The Structure of The Retail and Service Sector Industries: An Approach and Implications in Jefferson County” by Professor Steve Deller, UW-Madison/Extension.

- Old Logic vs. New Logic in Economic Development
 - Now, the focus is on small business and innovation

Old	New
Focus on cost of doing business	Focus on innovation, productivity, flexibility, quality
Attraction of branch plants	Emphasis on retention & expansion
Bigger businesses get attention	Attentive to smaller businesses and entrepreneurs
Any job creation is acceptable	Attention to wages, benefits, skills required, etc (quality of job)
Manufacturing & agriculture engines of growth	Service producing industries broadly defined are the engines of growth
Capital is cheap and available	Funding for training, market development and R&D
Domestic market sufficient and protected	Global markets sources of growth and competition

- Shaffer Approach
 1. Increase the flow of dollars (old way)
 2. Increase recirculation of dollars
 3. Increase the amount of resources
 4. Using existing resources differently
 5. Change rules to allow the economy to grow
 6. Acting smarter

- One of the most sustainable community economic development strategies is broadly referred to as Business Retention and Expansion (BR&F).
 - Quality of life enhancement
 - Attitude: partnerships between local government and business
 - Building trust between government and the business community rather than adversarial relationship
- Wisconsin – 4th hardest hit state in U. S. in last recession
- Some of the fastest growing sectors are in retail and service
 - Retain local small businesses
 - New sources of potential growth
- Study was a joint effort between UW-Extension and the Jefferson County Economic Development Consortium
- Study: See handouts of “Executive Summary” draft and Deller PowerPoint
- Possible strategies: Determine opportunities identified in key findings of the study

Panel Discussion on Each ICC County’s Economic Development Organization, Issues and Initiatives

- Sauk County, Karna Hanna, Executive Director, Sauk County Development Corporation
 - 501 C 4, 14 members, 8 communities
 - Budget of \$120,000
 - County funds one half
 - Municipalities share costs based on population
 - Oriented to:
 - #1: Business Retention
 - #2: Entrepreneurial Development
 - #3: Workforce Development
 - Issues:
 - Labor availability
 - Retiring baby boomers
 - Education and training of business is critical
 - Initiatives:
 - Sauk Prairie Market Analysis (raised \$6,000 for the study); two-year study in conjunction with UW-Extension
 - Major surveys:
 - Tourism and retail
 - Work ethic and needed workforce skills
 - Brochure
 - Dane County finally getting into economic development
 - Looking into regional economic development

Handout: Sauk County Development Corporation Strategic Plan, 2004-2006

- Dodge County, Dean Perlick, Planning Director
 - County has had an Advisory Committee meeting quarterly
 - Group disbanded after being together for 15 years
 - Limited economic development services such as Revolving Loan Fund
 - Maintains listing of individual sites which is provided to Alliant Energy
 - Currently into discussions with Columbia County to try to form one agency; just in discussion stages
 - Only County in the region without an economic development entity
 - Economic development is funded at about one third of a person currently
 - Dodge County has a tourism function with County funding

- Columbia County Economic Development Corporation, Supervisor John Traumberg
 - Nancy Elsing is Executive Director
 - Financed 50% by County; 50% by municipalities that participate
 - Budget of around \$120,000
 - Executive Director and Program Assistance (four days per week)
 - In operation for about 15 years
 - Has an Executive Committee
 - Two County supervisors appointed to the Board
 - Manage funds for tourism
 - Director works hard on retention and talking to business organizations
 - Key to keeping the companies we have
 - Are working with Sauk County on Inventors and Entrepreneurs organization
 - Has a revolving loan fund for municipalities and for the County
 - Administer grant funds for refurbishing homes for low income people

- Green Lake County, Supervisor Orrin Helmer and Consultant Bill Wheeler (from TriCounty Development Corporation)
 - TriCounty organization has been established
 - Waushara, Marquette and Green lake
 - The three are very similar counties
 - Each county had its own local committee
 - Six people on the Board
 - 501 C 3 received last month
 - Director is a consultant hired on a Professional Service Contract
 - Budget \$21,000 for each of the three counties
 - Waushara County administers the contract
 - Received \$16,000 from the Department of Commerce for start-up
 - Have to nurture existing businesses
 - Trying to promote regionality
 - Work with all three local corporations

- Jefferson County, Dennis Heling, Executive Director, Jefferson County Economic Development Consortium
 - Very similar to Sauk County
 - Seven municipalities are voting members
 - Three County Board supervisors
 - Meet monthly to discuss current issues
 - 80% of the efforts are on business retention and expansion
 - Works with Sauk County on workforce development issues
 - Shares technical tools

- Entrepreneurs and Inventors Connection – to help develop new business and enhance the importance of retail and service
- Doing a lot of education to work on the new model of economic development
- Do a lot of work with Workforce Development
- 20% on workforce development issues
 - Stabilizing home ownership
 - MATC/food processor companies/JCEDC to help with compatibility and training of workers
 - Address labor shortages and the need for basic skills
- Jefferson County is the fiscal agent for some tourism activities
- Budget of \$126,000 from County and seven communities
- Get a few small grants

Open Discussion of County Issues (Other and Economic Development)

Q: Is Wisconsin looking at statewide health care, like Massachusetts?

A: A bill was introduced last session and will likely be brought forward. There was an economic development link in Massachusetts. The private sector will have to come forward.

Q: Economic Development and labor: What are the implications of baby boomers?

A: Will be a demand for high skill area (manufacturing and white collar)

Q: Are more seniors working part-time?

A: Yes, and baby boomers will come out of retirement:

- Because they have to (at lower end)
- Because they're bored (higher end)

Q: How does increasing personal debt affect housing?

A: Most debt is high housing mortgages. As long as housing market is stable, we are o.k. Also they are overextending home equity loans

Q: How stable is Wisconsin's housing?

A: Year-round housing not overheated. Recreational/seasonal housing is seeing a real bubble. If over-extended on second home, there may be a problem

Q: What are implications of 40 and 50-year mortgages?

A: Mortgage companies are being creative in attracting lower middle income home buyers with the 40 and 50-year mortgages.

Q: Concerns about increasing energy prices. What are potential impacts?

A: From a community economic development perspective, there are limited responses (if global, can't do anything). Prices are artificially inflated in energy because of speculation in Venezuela and Nigeria (risk); China demand (risk and speculation). Not sustainable, but prices may come down. May be a trip wire at \$4.00 per gallon.

- Ownership structure is important in retail

- Local ownership is best situation
- Chains - more money leaving the area

- Manufacturing is moving towards smaller custom manufacturing to fill custom orders. They are more locally owned
 - Manufacturers:
 - “Lumpy” purchases are sensitive to the business cycle

- Resilient Manufacturers
 - Precision and surgical in their operating efficiencies
 - Small scale manufacturing is more stable

Next meeting tentatively scheduled for Monday, June 19th in Columbia County. The subject is Economic Development, Part 2.

Adjournment

The ICC meeting was adjourned by Chair Nass at 12 Noon.

Respectfully submitted,

Steve Grabow
Community Development Educator
UW-Extension, Jefferson County